

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com

Title: Marketing

Author: Lamb, Hair Copyright: 2004

ISBN: 0-324-19131-6 Course/Content Area: Vocational and Career Education; Marketing Program; Advanced Marketing

Intended Grade or Level: 9-12 Readability Level: 11.3 (Flesch Kincaid)

List Price: 122.95 Lowest Wholesale Price: 91.25

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- New Chapter on Customer Relationship Management (CRM): Chapter 20 has been added to specifically focus on customer relationship management. This new chapter introduces the company-wide business strategy (CRM) designed to optimize profitability, revenue, and customer satisfaction by focusing on highly defined and precise customer groups.
- Think About It - Ethics Exercise: Each chapter now contains an expanded ethics exercise as part of the end-of-chapter pedagogy. Students are given a situation, asked how they would respond, and then asked to consult the AMA Code of Ethics.
- Spin It: This new end-of-chapter feature reminds students of the materials on the new Xtra! CD-ROM that can help with the review of each chapter. With the new "Flip It," "Click It," and "Spin It" sections, students won't miss an opportunity to use the large amount of study materials that are suited to their individual learning styles.

Student Experiences

- Watch It: Students and instructors can now read which videos are available for the chapter in the new end-of-chapter section called "Watch It." Brief descriptions of the segments let the students know what issues they should be looking for and answering throughout the clips.

Assessment

The exciting new edition of Marketing continues the established tradition of adding value far beyond the expectations of students and instructors. Extensive research has been done to ensure this edition provides a

comprehensive, up-to-the-minute introduction to the field of marketing. Key principles are illustrated by hundreds of fresh, new examples, while the latest concepts and theories are covered in detail with numerous illustrations. Organized around the marketing mix, this thoroughly revised text provides students with an exhilarating first introduction to the dynamic world of marketing.

Organization

PART 1: THE WORLD OF MARKETING. 1. An Overview of Marketing. 2. Strategic Planning for Competitive Advantage. 3. The Marketing Environment and Marketing Ethics. 4. Developing a Global Vision. PART 2: ANALYZING MARKETING OPPORTUNITIES. 5. Consumer Decision Making. 6. Business Marketing. 7. Segmenting and Targeting Markets. 8. Decision Support Systems and Marketing Research. PART 3: PRODUCT DECISIONS. 9. Product Concepts. 10. Developing and Managing Products. 11. Services and Nonprofit Organization Marketing. PART 4: DISTRIBUTION DECISIONS. 12. Marketing Channels and Supply Chain Management. 13. Retailing. PART 5: PROMOTION DECISIONS. 14. Integrated Marketing Communications. 15. Advertising and Public Relations. 16. Sales Promotion and Personal Selling. PART 6: PRICING DECISIONS. 17. Pricing Concepts. 18. Setting the Right Price. PART 7: TECHNOLOGY DRIVEN MARKETING. 19. Internet Marketing. 20. Customer Relationship Marketing. 21. One-to-One Marketing.

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Great Ideas in Teaching Marketing (0-324-18815-3) Free 1 per teacher
Instructor's Manual with Video Manual (0-324-18830-7) Free 1 per teacher
Instructor's Resource CD (0-324-18911-7) Free 1 per teacher
Test Bank (0-324-18831-5) Free 1 per teacher
ExamView CD (0-324-18912-5) Free 1 per teacher
Transparency Acetates (0-324-19030-1) Free 1 per teacher
CNN Video Examples (0-324-18915-x) Free 1 per teacher
Small Business School Videos (0-324-15864-5) Free 1 per teacher

Available Ancillary Materials

Grademaker Study Guide (0-324-18832-3)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Marketing—7 Edition		Cost : \$91.25	
Publisher: Thomson Learning/South Western			
Item Evaluated: Textbook and Supplemental Materials			
Copyright Date: 2004		Evaluator: Victoria Rollins	
Content Level: 9-12		Date of Evaluation: 7/28/03	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Marketing—7 Edition		Publisher: Thomson Learning/South Western	
Technology Management Summary Data:	20 possible points	____16____ points earned	
Technology Management Comments: Student CD includes sections on Ask the Author, worksheets, reviews, quizzes, tutorial modules on competitive intelligence and multicultural marketing. This resource allows for adding new and updated material. Technical support team available.			
Technology Presentation/Interface Summary Data:	40 possible points	____35____ points earned	
Technology Presentation/Interface Comments: CD is easy to use and technical support team is available if needed. Excellent Small Business School Videos that highlights each chapter by spotlighting a business. Video length is 9 to 15 minutes.			
Content Summary Data:	44 possible points	____40____ points earned	
Content Comments: Although this text is designed for use by college students, there is an abundance of materials that can be utilized by the high school student. Teacher's manual include lesson plans, activities, supplemental articles, video activities, etc.			
Instruction & Management Summary Data	52 possible points	____50____ points earned	
Instruction & Management Comments: The target market for this textbook is the college student.. Instruction and assessment activities are varied and can be tailored for use by the high school student.			
Organization & Structure Summary Data	36 possible points	____34____ points earned	
Organization & Structure Comments: Text is well organized. Reading level is at the college level.			
Resource Material Summary Data	40 possible points	____30____ points earned	
Resource Material Comments: The resource materials that are available are excellent but lack activities that adapt to learning styles, interest/ability levels or students with special needs.			



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual Small Group Large Group	Stand Alone/Independent	____x____single copy	____site license
Macintosh	Intermediate		Integrated	____network version	____school version
CD-ROM	Middle		Supplemental	____lab pack of ____ copies	____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	<input checked="" type="checkbox"/> Simulation	<input type="checkbox"/> Management	<input checked="" type="checkbox"/> Interdisciplinary	<input checked="" type="checkbox"/> Problem Solving	<input checked="" type="checkbox"/> Tutorial
<input type="checkbox"/> Exploratory	<input checked="" type="checkbox"/> Creativity	<input checked="" type="checkbox"/> Drill and Practice	<input checked="" type="checkbox"/> Critical Thinking	<input type="checkbox"/> Utility	<input type="checkbox"/> Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	0
Allows for printed reports.	4
Comments: Student CD includes sections on Ask the Author, work-sheets, reviews, quizzes. There are also tutorial modules on competitive intelligence and multicultural marketing not available in demo copy. This resource allows for adding new and updated material. Technical support team available.	Total 16

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	1
Accessible for special needs students.	2
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: CD is easy to use and technical support team is available if needed. Excellent Small Business School Videos that highlights each chapter by spotlighting a business. Video length is 9 to 15 minutes.	Total 35

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	2
Communication	4
Diversity	3
Ethical Practices	4
Academic Integration	3
Real World Application	4
Content Area Concepts Addressed	4
Comments: Although this text is designed for use by college students (see pg. (xix), there is an abundance of materials that can be utilized by the high school student. Features of the teacher's manual include: chapter summary, lesson plan for lectures, PowerPoint slides and transparencies as well as suggested homework assignments, group activities, plans for video, supplemental articles, class activities, etc.	Total 40

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	3
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: The target market for this textbook is the college student. Instruction and assessment activities are varied and can be tailored for use by the high school student.	Total 50

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Text is well organized. Reading level is at the college level.	Total 34

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	2
Extension activities including adaptations and accommodations for students with special needs.	1
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	2
Integration opportunities suggested and examples given.	1
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	4
Online resources available – Practice skills only.	4
Online resources available – New application materials.	4
Comments: The resource materials that are available are excellent but lack activities that adapt to learning styles, interest/ability levels or students with special needs.	Total 30
Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable